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REPLY UNDER 37 C.F.R. § 1.116  
EXPEDITED PROCEDURE  
EXAMINING GROUP 2672

OFFICIAL

PATENT  
5468-05800/AUS9000687US1IN THE UNITED STATES PATENT AND TRADEMARK OFFICEIn re Application of:  
Dutta

Serial No. 09/736,414

Filed: December 14, 2000

For: INTEGRATING CONTENT WITH  
VIRTUAL ADVERTISEMENTS  
USING VECTOR GRAPHICS  
IMAGES OBTAINABLE ON THE  
WEBGroup Art Unit: 2672  
Examiner: Jeffrey Brier

Atty. Dkt. No. AUS9000687US1

I hereby certify that this correspondence is being transmitted via facsimile or deposited with the U.S. Postal Service with sufficient postage as First-Class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313 on the date indicated below.

March 4, 2004  
Date

Kevin L. Daffer

RESPONSE AFTER FINAL REJECTION PURSUANT TO 37 C.F.R. § 1.116  
AND REQUEST FOR RECONSIDERATIONMS: AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313

Dear Sir:

This paper is submitted as a response to the Final Office Action mailed December 24, 2003 to further highlight reasons why the application is in condition for allowance. The undersigned appreciates the courtesy extended by Examiner Brier by an interview of March 4<sup>th</sup>, 2004 in which the following arguments were discussed.

Remarks begin on page 2 of this paper.